



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Innovative Advertising  
403 North Columbia Street  
Carrington, LA 70433

# Contract # 333596

**Schedule Dates** 10/22/12-11/06/12  
**Advertiser** POL/R PITTENGER/R/CON/NC (16652)  
**Agency** Innovative Advertising (2144)  
**Product** Political (1065)  
**Brand** 986 CONGRESS (138157)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** GUERRA, HEIDI  
**Phone/Fax** /

**Date Entered** 09/26/12  
**Last Modified** 10/31/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06344257  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$12,967.50  
**Net Total** \$73,482.50  
**Sales Tax**

**Charlotte (WSOC)**

By Broadcast Month	Spots	Rate
Oct. 2012	30	\$31,275.00
Nov. 2012	45	\$55,175.00
<b>Grand Total:</b>	<b>75</b>	<b>\$86,450.00</b>

**CPE** 986  
**Account Types** National/Political  
**Billing Type** Standard

PITTENGER FOR CONG  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
CONGRESS

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	5A- 6A (EST)	4	X	X	X	X	X			4	\$425.00	\$1,700.00	Charlotte (WSOC)		9/26/12
2.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	5A- 6A (EST)	5	X	X	X	X	X			5	\$425.00	\$2,125.00	Charlotte (WSOC)		9/26/12
3.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	5A- 6A (EST)	2	X	X						2	\$425.00	\$850.00	Charlotte (WSOC)		9/26/12
4.1	End Dated Line / Spot	10/22/12-10/22/12	6	:30	7A- 9A (EST)	4	X								\$725.00		Charlotte (WSOC)		10/22/12
5.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	7A- 9A (EST)	5	X	X	X	X	X			5	\$1,075.00	\$5,375.00	Charlotte (WSOC)		10/22/12
6.1	Normal Line / Spot	11/05/12-11/06/12	4	:30	7A- 9A (EST)	2	X	X						2	\$1,075.00	\$2,150.00	Charlotte (WSOC)		10/22/12
7.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	12P- 1P (EST)	4	X	X	X	X	X			4	\$375.00	\$1,500.00	Charlotte (WSOC)		9/26/12
8.1	Normal Line / Spot	10/29/12-11/02/12	5	:30	12P- 1P (EST)	4	X	X	X	X	X			3	\$375.00	\$1,125.00	Charlotte (WSOC)		10/22/12
9.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	12P- 1P (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)		9/26/12
10.1	End Dated Line / Spot	10/22/12-10/22/12	5	:30	5P- 5:30P (EST)	4	X								\$900.00		Charlotte (WSOC)		10/22/12
11.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	5P- 5:30P (EST)	4	X	X	X	X	X			4	\$1,200.00	\$4,800.00	Charlotte (WSOC)		10/22/12
12.1	Normal Line / Spot	11/05/12-11/05/12	4	:30	5P- 5:30P (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		10/22/12
13.1	End Dated Line / Spot	10/22/12-10/22/12	5	:30	7:30P- 7:56P (EST)	4	X								\$850.00		Charlotte (WSOC)		10/22/12
14.1	Normal Line / Spot	10/29/12-11/02/12	3	:30	7:30P- 7:56P (EST)	5	X	X	X	X	X			5	\$1,600.00	\$8,000.00	Charlotte (WSOC)		10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



**WSOC-TV**

WSOC-TV  
1801 North Tryon Street  
Charlotte, NC 28206-2700

Innovative Advertising  
403 North Columbia Street  
Covington, LA 70433

# Contract # 333596

<b>Schedule Dates</b>	10/22/12-11/06/12	<b>Date Entered</b>	09/26/12
<b>Advertiser</b>	POL/R PITTENGER/R/CON/NC (16652)	<b>Last Modified</b>	10/31/12
<b>Agency</b>	Innovative Advertising (2144)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political (1065)	<b>CD-DP</b>	No
<b>Brand</b>	986 CONGRESS (138157)	<b>Headline #</b>	06344257
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	GUERRA, HEIDI	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	986	<b>Commission</b>	\$12,967.50
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$73,482.50
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	

**Comments** PITTENGER FOR CONG  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* ROBERT PITTENGER FOR CONGRESS

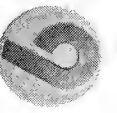
Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	30	\$31,275.00
Nov. 2012	45	\$55,175.00
<b>Grand Total:</b>	<b>75</b>	<b>\$86,450.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.1	Normal Line / Spot	11/05/12-11/05/12	3	:30	7:30P-7:56P (EST)	1								1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/22/12
16.0	Normal Line / Spot	10/29/12-11/05/12	S	:30	8P-10P (EST)	1								2	\$6,000.00	\$12,000.00	Charlotte (WSOC)		9/26/12
19.0	Normal Line / Spot	10/24/12-10/31/12	5	:30	10P-11P (EST)	1			1					2	\$4,300.00	\$8,600.00	Charlotte (WSOC)		9/26/12
20.0	Normal Line / Spot	10/27/12-11/03/12	5	:30	8P-11:30P (EST)							1		2	\$2,500.00	\$5,000.00	Charlotte (WSOC)		9/26/12
21.1	End Dated Line / Spot	10/22/12-10/22/12	5	:30	11P-11:35P (EST)	4	X								\$1,000.00		Charlotte (WSOC)		10/22/12
22.1	Normal Line / Spot	11/05/12-11/05/12	S	:30	11P-11:35P (EST)	1								1	\$925.00	\$925.00	Charlotte (WSOC)		10/22/12
23.1	Normal Line / Spot	10/28/12-11/04/12	S	:30	6A-7A (EST)							1		2	\$275.00	\$550.00	Charlotte (WSOC)		10/22/12
24.1	Normal Line / Spot	10/28/12-11/04/12	S	:30	7A-8A (EST)							1		2	\$300.00	\$600.00	Charlotte (WSOC)		10/22/12
25.1	Normal Line / Spot	10/28/12-11/04/12	3	:30	8A-9A (EST)							1		2	\$800.00	\$1,600.00	Charlotte (WSOC)		10/22/12
26.0	Normal Line / Spot	10/28/12-11/04/12	8	:30	6P-6:30P (EST)							1		2	\$700.00	\$1,400.00	Charlotte (WSOC)		9/26/12
27.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7A-9A (EST)	4		X	X	X	X			4	\$1,075.00	\$4,300.00	Charlotte (WSOC)		10/22/12
28.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5P-5:30P (EST)	4		X	X	X	X			4	\$1,200.00	\$4,800.00	Charlotte (WSOC)		10/22/12
29.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	7:30P-7:56P (EST)			1	1	1	1			4	\$1,600.00	\$6,400.00	Charlotte (WSOC)		10/22/12
30.0	Normal Line / Spot	10/23/12-11/02/12	5	:30	11P-11:35P (EST)	4	X	X	X	X	X			8	\$925.00	\$7,400.00	Charlotte (WSOC)		10/22/12

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31.0	Normal Line / Spot	11/04/12-11/04/12	8	:30	9A-10A (EST)								1	1	\$400.00	\$400.00	Charlotte (WSOC)		10/22/12
32.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5:30P-6P (EST)		1							1	\$1,300.00	\$1,300.00	Charlotte (WSOC)		10/22/12
33.0	M/G For 8.1.1 / Spot	11/02/12-11/02/12	5	:30	12P-1P (EST)		1				X			1	\$375.00	\$375.00	Charlotte (WSOC)		10/31/12

## CONFIRMATION CONTRACT

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Date:

Accepted-Station:

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Comments:

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